

ABSTRACT OF THE DISCLOSURE

A method for automatically constructing a customized associate web site is disclosed.

The method includes the step of receiving presentation preferences of the associate. The method also includes the step of receiving via an intuitive graphical user interface associate data uniquely

5 describing the associate. The method further includes the step of assembling the presentation preferences and associate data, thereby creating a customized web site. Prior to publication, a preview of the customized web site may be presented. The method also includes the step of publishing the customized web site. An apparatus and article of manufacture are also disclosed for implementing the steps of the method.

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